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... The Company markets its services through multiple distribution channels, including affinity marketing partnerships, customer referrals and promotional programs ...

[www.pulver.com/million/earth.htm](http://www.pulver.com/million/earth.htm) - 12 KB

2. [Chapter 3 Questions](#)

Chapter 6 Questions. Affinity marketing, a marketing strategy used by MBNA to market its credit cards, relies on the following social factor: ...

[www.udel.edu/alex/chapt6.html](http://www.udel.edu/alex/chapt6.html) - 3 KB

3. [Fortune 2000 receives scholarship in student's name \(09-22-94\)](#)

... She worked for the bank's affinity marketing department, which deals with customized credit cards, and she wrote a reference guide on this type of banking ...

[www.udel.edu/PR/UpDate/95/4/21.html](http://www.udel.edu/PR/UpDate/95/4/21.html) - 3 KB

4. [Financing Rural America](#)

... If you couple that easy access with all the affinity marketing with other products and ser- vices

which are completely unrelated to the banking industry and ...  
[www.kc.frb.org/PUBLICAT/fra/fra97war.pdf](http://www.kc.frb.org/PUBLICAT/fra/fra97war.pdf) - 0 B

5. [Shopping Club Company to Bid For 2 Software Industry Giants](#)

... the first consumer shopping transactions via computer nearly 20 years ago, but it has achieved its greatest success in an area analysts call affinity marketing ...  
[is.gseis.ucla.edu/impact/w96/News/News7/0221soft.html](http://is.gseis.ucla.edu/impact/w96/News/News7/0221soft.html) - 8 KB

6. [UCD News April 1995](#)

... Tommy Canning, Services Department and David Farrell, Electronic and Electrical Engineering Department (winners); and Aileen Sheehan, Affinity Marketing. ...  
[www.ucd.ie/~ucdnews/apr95/insurance.html](http://www.ucd.ie/~ucdnews/apr95/insurance.html) - 2 KB

7. [Red Rock Eater Digest - TNO 1\(9\)](#).

... [robotics.eecs.berkeley.edu/~paulos/SRL/](http://robotics.eecs.berkeley.edu/~paulos/SRL/) The August 8th issue of the direct marketing industry journal "DM News" reports that "Affinity Marketing Group is ...  
[commons.somewhere.com/rre/1994/TNO.1.9.html](http://commons.somewhere.com/rre/1994/TNO.1.9.html) - 35 KB

8. [Publishing Models for Internet Commerce](#)

... This relationship runs all through publishing--and not just magazine publishing. Publishing marketing is always affinity marketing: ...  
[www.isoc.org/HMP/PAPER/063/html/paper.html](http://www.isoc.org/HMP/PAPER/063/html/paper.html) - 38 KB

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